

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
Thursday, November 15, 2012
Taft Building Conference Room
1680 N. Vine St., Suite 802**

Directors Present	Lynda Bybee, Vice President	Metro
	Don Mushin, Secretary	Toyota of Hollywood
	Monica Yamada, Treasurer	CIM Group, LP
	Greg Beck	Champion Real Estate
	Chris Bonbright	Whitley Court Partners
	Charlie Colletta	HEI, LLC
	Michael Gargano	Argent Ventures, LLC
	David Green	Nederlander Organization
	John Lyons	Avalon Hollywood/Bardot
	Jan Martin	AMDA
	Galo Medina	Comprehensive Financial Services
	Ron Radachy	Oasis of Hollywood
	Lee Rierson	Shine America
	Tej Sundher	Hollywood Wax Museum
	John Tronson	Tronson Investment Group
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
	Mark Stephenson (director-elect)	Hollywood UMC
	Joseph D'Amore (director-elect)	Hollywood Commercial
Directors Absent	Frank Stephan, President	Clarett West Development
	Thaddeus Smith	The Music Box Theater
	Captain Beatrice Girmala	LAPD- (Ex-officio Member)
	Mitch O'Farrell	(Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson Besley	HPOA
	Joe Mariani	HPOA

ANNUAL MEETING

I. Call to Order

The meeting was called to order by Board Vice President Lynda Bybee at 4:15 p.m.

II. Report from Nominating Committee

A. Election of Directors

David Green, on behalf of the Nominating Committee, presented the following slate to the board of directors:

Joseph D'Amore
Drew Planting
Lee Rierson
Frank Stephan
Mark Stephenson

It was moved by David Green, seconded by John Tronson and **CARRIED to appoint the proposed slate to the board of directors to serve a three year term, through November 2015.** Unanimous with 10 in favor.

B. Election of Officers

David Green presented the following Slate of Officers to the board:

Frank Stephan, President
Lynda Bybee, Vice President
Monica Yamada, Treasurer
Don Mushin, Secretary

It was moved by David Green, seconded by John Tronson, and **CARRIED to accept the proposed Slate of Officers to serve a one year term.** Unanimous with 13 in favor.

Tronson stated that while there were great candidates for the board, he felt that emphasis should be placed on cultivating interested board members to be groomed for officer positions in the future.

III. New Business

There was no new business.

IV. Adjournment of Annual Meeting

December Monthly Meeting

I. Call to Order

The meeting was called to order by Board Vice President Lynda Bybee at 4:23 p.m.

II. Open Forum

Morrison introduced Leslie Blumberg, owner of the Fonda Theatre.

III. Approval of Minutes

It was moved by **John Tronson**, seconded by **David Green** and CARRIED to approve the minutes from the Board's October 18, 2012 meeting. 11 in favor; Yamada and Medina abstained.

IV. Treasurer's Report

A. Approve Treasurer's Report for October 31, 2012: Yamada stated that there were variances in the budget for security due to issues with the timing of invoices; the budget shows were under but it will be on target once billing catches up. Morrison added that a budget working group to help prepare the detailed budget for 2013 is needed. Galo Medina volunteered to assist with Yamada. Yamada reported that we are trying to report on detailed delinquencies, but lump sum reports from the city precede the detailed parcel by parcel breakdown. HPOA is currently operating with a surplus, what needs to be determined is how to invest that. Yamada will present a detailed version of the budget, including cash on hand and a variance report, at the next meeting.

It was moved by **Galo Medina**, seconded by **Don Mushin** and CARRIED to approve the Treasurer's Report for October 31, 2012. Unanimously approved with 14 in favor.

B. Approve 2013 Planning Report: Morrison stated that under the terms of our contract with the city, a planning report must be turned in by December 1. This affirms to the city that the BID plans to continue to operate within the terms of the Management District Plan. With assistance from Monica Yamada, Treasurer, for 2013, Morrison lowered the delinquency rate to 3% (from 4%), and added \$1,000 of investment (interest) income. The rollover amount from 2012 is estimated at \$300,000 and if a better sense of that amount can be garnered by December 1, Morrison will adjust the report.

A discussion ensued as to how that rollover amount affects the 2013 budget. It was reported that it will be added as a general fund cash on hand, and the specific program amounts will be adjusted upward taking into consideration the percentage priorities outlined in the Management Plan and the board's key priorities. Because there has been some increased concern about crime in the District, especially at night, there was an interest in seeing excess funds devoted to that category. Tronson, chair of the Security Committee, reviewed some of the recent discussions at the committee on this topic, and encouraged board members to weigh in. Tronson added that while we are negotiating the security contract, now is the time for new ideas.

It was moved by **Mark Stephenson**, seconded by **Chris Bonbright** and CARRIED to approve the 2013 Planning Report to submit to the city of Los Angeles. Unanimously approved with 14 in favor.

V. Committee/Activity Reports

A. Security

1. Report from Security Vendor Selection Committee: Tronson reported that four companies were interviewed out of the nine proposals that were received. General Security came close behind Andrews, who was selected by the committee to enter into negotiations for the contract. The committee is establishing a new scope of service, and is willing to look at deploying some unarmed guards to increase visibility, and educating stakeholders about when to call BID security versus LAPD. They are also considering what type of calls the officers will or will not respond to. Medina asked if we could bill stakeholders who call for services that are above and beyond what the BID provides; Morrison said that idea had been discussed in the past but no formal support expressed for pursuing that type of program. Tronson said we could stakeholders information to contact Andrews to contract with them for services on an individual basis. Planting stated that we should make property owners aware of what services the BID security offers, and encourage them to educate their tenants or potential tenants and make it a covenant of their lease to provide their own private security when necessary. Radachy and Stephenson stated that there needs to be a concerted effort for the city to enforce the CUPs of problem operators. Tronson agreed that enforcement of CUPs is a main priority and that we need to publicize CUP renewal hearings better.

2. Nighttime issues in the HED: Morrison stated that Mariani and Seyler met with Captain Girmala this week to establish protocol for our officers if they were to monitor the security cameras at night, as we would need to be able to track the effectiveness of that program.

3. Valet Ordinance: Morrison reported that the City Council's public safety committee will have its first hearing of the Valet Ordinance tomorrow.

B. Marketing

1. Report from Brainstorming meeting: Strecker stated that several board members had attended a Marketing Brainstorm meeting recently to prioritize goals for 2013. In addition to updating and streamlining our various websites, the working group discussed hiring a Media Relations Specialists in order to help secure more positive articles and media mentions to support the District and its property stakeholders. They recommended doing a Request for Proposal to retain services of a media relations specialist on a one-year retainer to increase visibility of the Hollywood Entertainment District in the media and to secure coverage of BID related stories, stakeholders, retail successes, economic trends and unique contributions of the HED to the city. Morrison drafted an RFP for the board's consideration

It was moved by **Chris Bonbright**, seconded by **Jan Martin** and CARRIED to approve the RFP for a media relations specialist. Unanimous approval with 14 in favor.

Morrison added that she would like to have a committee to assist and interview candidates. Martin volunteered to serve. Rierson and Bybee offered to share some contact information of potential recipients. Morrison said the budget will be about \$45,000-55,000 for the project and encouraged all board members to submit recommendations.

C. Streetscape

1. Update on Trees at 1600 Vine: Besley reported that the Walk of Fame Trust will be installing terrazzo in front of the new Vine Street Garage and the BID will be planting trees there, as well as replacing the dead trees at 1600 Vine. Also, the Crossroads Project possibly will be reincarnated, and the ficus trees in the mid-BID area may be removed finally if we can get MTA to release funds from the CRA for the grant. The State Department of Finance is currently raising issues, but Besley has talked to Bybee about having MTA assist in advocating for the release of those funds. Morrison suggested a consultant may need to be hired by the HPOA. Besley said the committee will reconvene the second week of December.

2. Waste Hauling Franchise: Mariani reported that the proposition passed in council 11-3. The five-year notice started last year. The issue is highly contested, and there are talks of an EIR being needed, as well as lawsuits and exemptions.

VI. Old Business

1. Sightseeing Tour Bus Working Group: Morrison reported that the group had been meeting all summer in order to come to consensus on a recommendation to the city. She is sending a memo to both Garcetti and LaBonge tomorrow and distributed a copy of the memo and the final recommendations to the board. All the sightseeing tour companies present at the recent meeting signed off on the three main elements, which are to remove the exemption from the municipal code to sell on the public right of way, to recommend that if a company is parking a bus or van on the Boulevard that they must have a master lease on a storefront (they could then have signage and a parking spot), and asking that the area on Hawthorn between Highland and Orange would be a staging area for tour coaches in addition to the MTA buses. Morrison said she feels good about these recommendations that could bring order to the tour bus situation on Hollywood Blvd.

It was moved by **Mark Stephenson**, seconded by **John Tronson** and CARRIED to authorize staff to proceed with advancing these recommendations to the council offices 4 & 13. Unanimously approved with 13 in favor.

2. Carr Lawsuit: Besley stated that she gave her deposition three weeks ago in the lawsuit, the victim was deposed on Monday. The attorneys are asking for six months continuance ; the case is moving slowly. Our attorney is attempting to submit a motion for summary judgment.

3. Parking Issues Update: Morrison said the city is having issues choosing an operator for the Vine Street Garage, and she doesn't know when it will be open.

VII. New Business

There was no new business.

VIII. Report from Executive Director

A. Litigation on special v. general benefit issues in assessment district: Morrison stated that currently in LA, 100% of all BID assessments are considered special/specific benefit, but lately some

lawsuits have been poking holes in this concept. A case in San Diego, although not about a BID (but filed as a result of a fire suppression district), is going to the Supreme Court. This is a concern as two BIDs downtown have been sued, where this issue of general v. specific benefit is raised. If the court finds that some services were general benefits, those would have to be paid for by non-assessment funds.

- B. **Homewalk:** The event will be November 17 and there is a Hollywood 4WRD team.
- C. **Biannual Homeless Count:** This will take place January 31 and we will be organizing volunteers.
- D. **Consultant to hire CRA/MTA funds:** tabled
- E. **Draft candidate questionnaire for CD13 aspirants:** Morrison said there are 20 people running for CD13; the questionnaire will be formalized next month.

VII. Next Meeting:

The next meeting was scheduled for Thursday, December 13, 2012 at 4 p.m. in Suite 802 of the Taft Building.

X. Adjournment:

There being no further business the meeting was adjourned by Lynda Bybee at 5:46 p.m.